

What is claimed:

1. A readerboard system, comprising:
 - a first panel element, wherein said first panel element can be placed in a readerboard, said first panel element having a first semiotic element formed thereon; and
 - a second panel element, wherein said second panel element can be placed in said readerboard, said second panel element having a second semiotic element formed thereon, wherein said first and second semiotic elements are complementary such that they combine to form a substantially continuous message.
2. The system of Claim 1, further comprising:
 - a third panel element, wherein said third panel element can be placed in said readerboard, said third panel element having a semiotic element formed thereon, wherein said third panel element is complementary to said first and second panel elements in that all three panel elements combine to form said substantially continuous message.
3. The system of Claim 2, wherein said substantially continuous message extends across substantially all of a surface of a readerboard.
4. The system of Claim 1, wherein each of said panel elements has a height of one track.

5. The system of Claim 1, wherein at least one of said panel elements has a height of at least two tracks.

6. The system of Claim 1, wherein a length of said panel elements is less than a length of a track.

7. A method for advertising, comprising:
designing a message; and
distributing said message over a plurality of panel elements, wherein each of said panel elements contains at least a first semiotic element comprising at least a portion of
5 said message, and wherein said message is displayed when said panel elements are placed in a first relationship to one another.

8. The method of Claim 7, further comprising:
placing said panel elements in a readerboard in said first relationship to one another,
wherein said message is displayed.

9. The method of Claim 8, wherein said message extends across substantially all of a surface of said readerboard.

10. The method of Claim 7, wherein said message comprises a substantially continuous graphic design.

11. The method of Claim 8, wherein said panel elements have a height corresponding to one track height of said readerboard.

12. A readerboard system, comprising:
 - a substrate, wherein said substrate is sized to span an integer number of readerboard rows; and
 - a full color graphic image interconnected to said substrate, wherein said full color graphic image spans more than one of said readerboard rows.
13. The system of claim 12, wherein said substrate comprises a plurality of panel elements, wherein each of said panel elements comprises a semiotic element.
14. The system of claim 13, wherein said semiotic element on each of said panel elements comprises a portion of said full color graphic image.
15. The system of Claim 12, further comprising:
 - a protective layer overlaying said full color graphic image.
16. The panel of Claim 12, wherein said panel is translucent.
17. The panel of Claim 12, wherein said full color graphic image is formed from at least four different colors of ink.

18. The method of Claim 13, wherein a first of said panel elements includes at least a portion of a first textual element, and wherein a second of said panel elements includes at least a portion of said full color graphic image.

19. The method of Claim 13, wherein at least one of said panel elements spans a plurality of readerboard rows.